



LiveWellDorset

We're here for your health
and wellbeing

Finalist



Best Health and Well-being
Initiative (inc. Social Care)
APSE Service Awards 2017

How can coaching services
raise participation in
physical activity?

The LiveWell Dorset
story

*Sam Crowe, Acting DPH, Dorset, Bournemouth
and Poole*



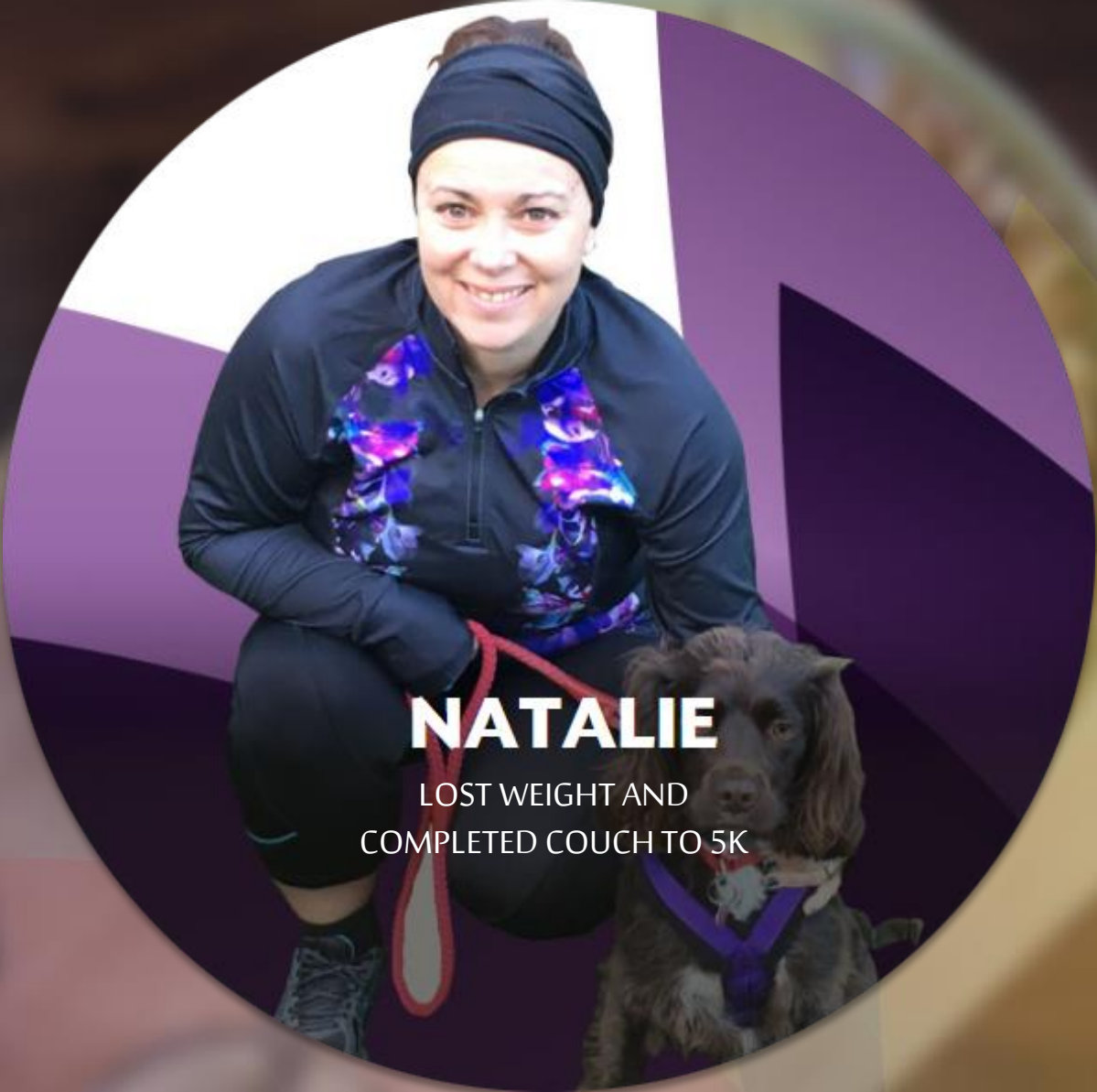
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Why commission LiveWell Dorset?

Tackling multiple unhealthy risky
behaviours



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NATALIE

LOST WEIGHT AND
COMPLETED COUCH TO 5K



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BERNIE AGE 55

LOST OVER 5 STONE AND STOPPED DRINKING



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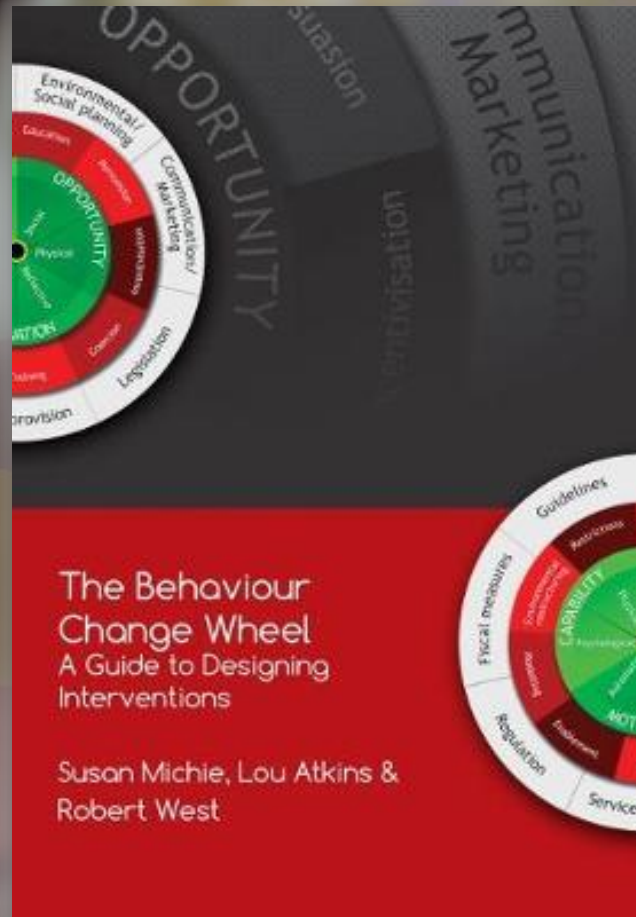
Why did we develop LiveWell?

- Transition from NHS to a 3-Council model of public health
- Integration opportunity
- Lack of clear offer to public
- No scale – 4% reach of smoking services
- Services lacked clear behaviour change component
- Mixed, separate provision across 3 populations
- Public money spent on ‘activities’, not behavioural science
- Lack of long term support and follow up



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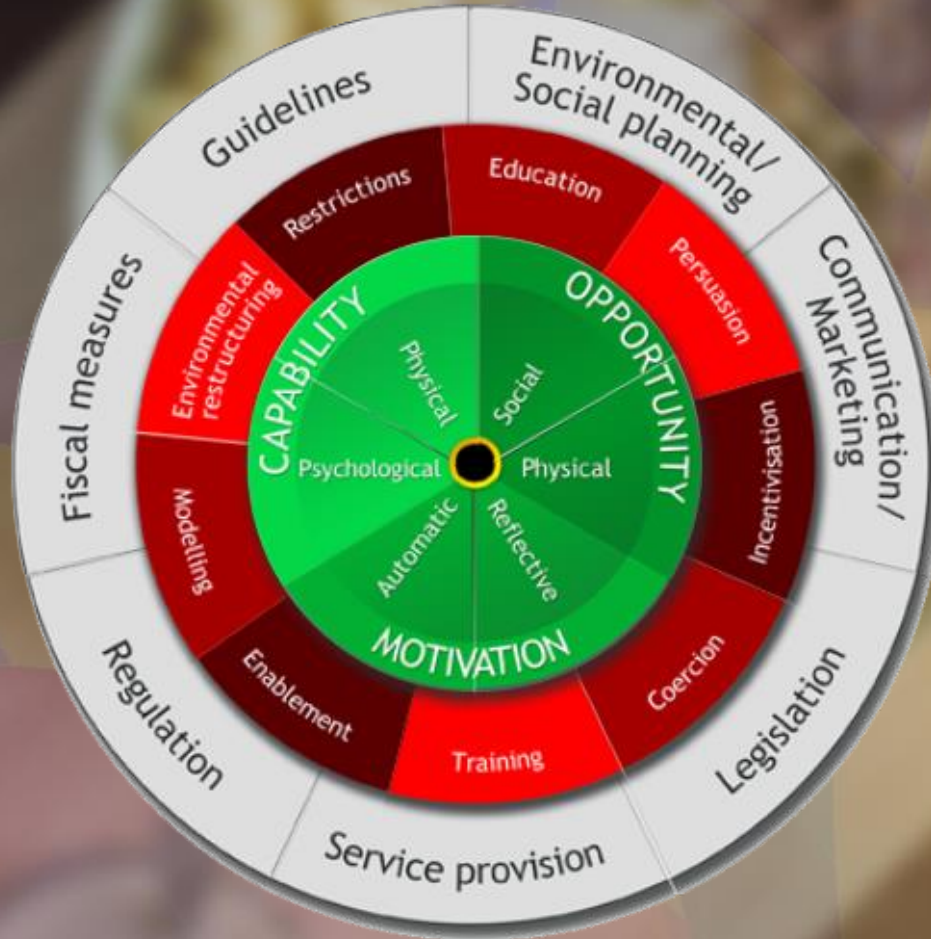
Helping you to live
healthier



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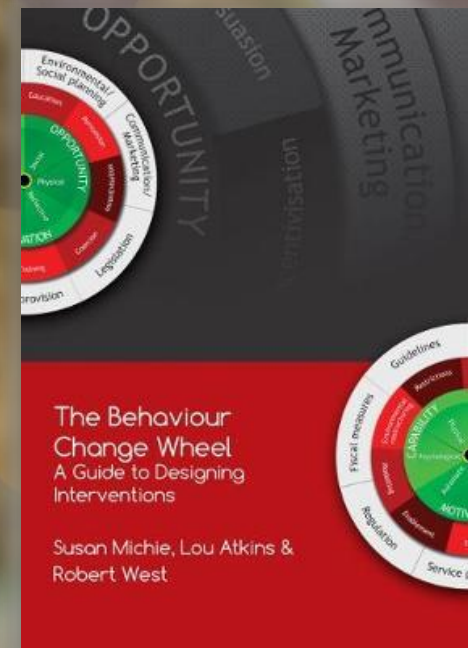


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Helping you to live healthier

- 4 clear integrated pathways for weight, alcohol, smoking, physical activity
- Behaviour change model embedded within a customer-relationship management system
- Telephone coaching using COM-B guide
- Digital platform for registration, referral, support and long term follow-up



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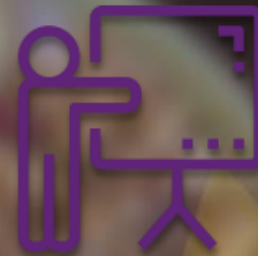
Service model



Digital marketing



Customer service



Training



Telephone assessment and coaching



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Digital support, follow-up and behaviour change



CRM-driven analytics



Behavioural science



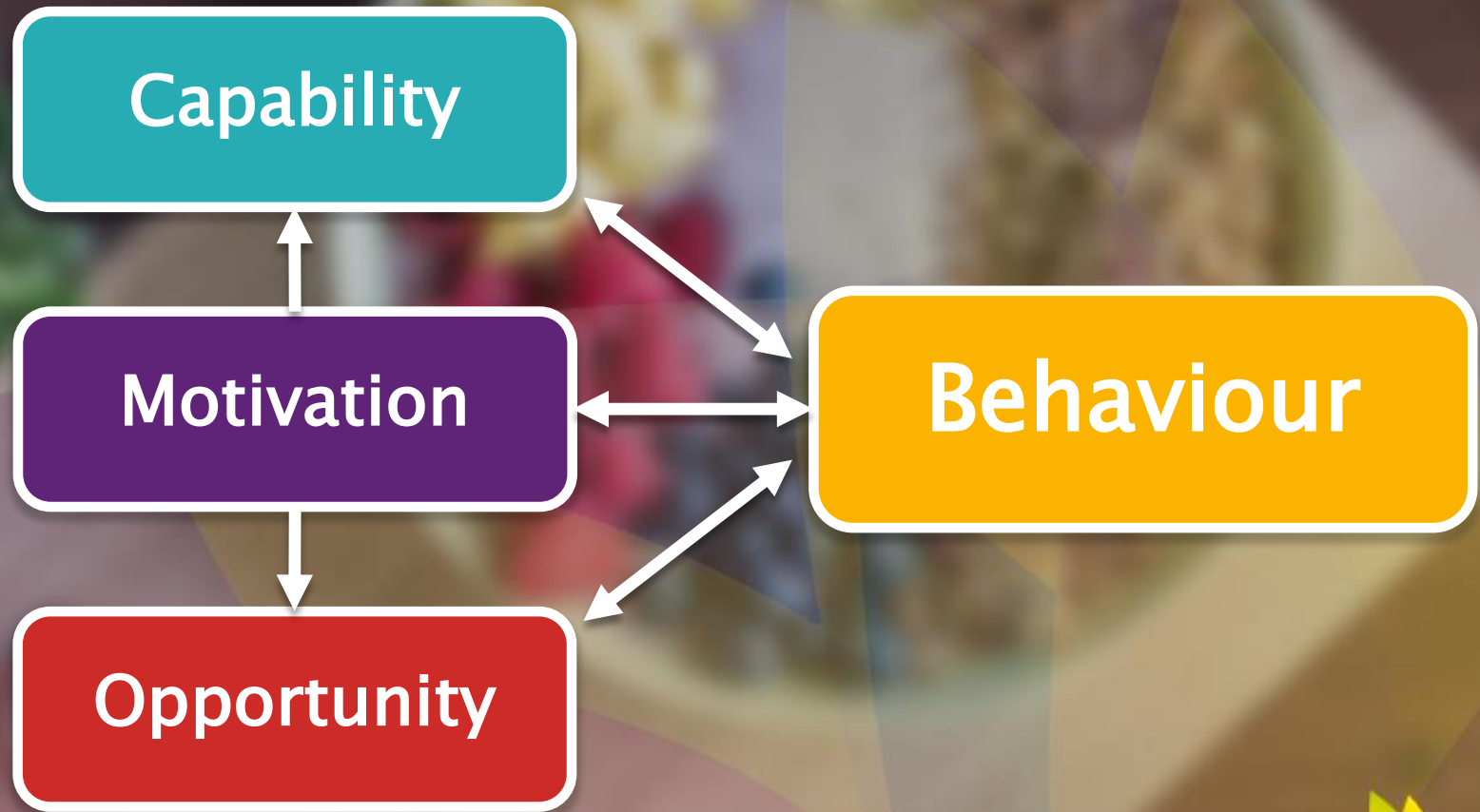
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The COM-B model of behaviour change and CRM system

How this is used to guide coaching
techniques



COM-B and the CRM system



COM-B and the CRM system

COM-B model is about being much more specific about understanding the target behaviour ...



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COM-B and the CRM system

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...once we have identified the most important behavioural barriers ...



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...once we have identified the most important behavioural barriers ...



...the model helps us match an evidence-based behaviour change technique (BCT) that should be effective ...



COM-B and the CRM system

COM-B model is about being much more specific about understanding the target behaviour ...



...once we have identified the most important behavioural barriers ...



...the model helps us match an evidence-based behaviour change technique (BCT) that should be effective ...



COM-B and the CRM system

	F	G	H	I	J	K	L	M	N
1	CombPlanItemID	Pathway	PathwayBarrier	BCTID	BCTRefNo	BCTMajor	BCTMinor	BCTName	BCTDesc
2	3147	WEIGHT	Long term condition	9	1.9	1	9	Commitment	Ask the person to affirm or reaffirm statements indicating #
3	3146	WEIGHT	Long term condition	12	2.3	2	3	Self-monitoring of behaviour	Establish a method for the person to monitor and record #
4	3148	WEIGHT	Long term condition	2	1.2	1	2	Problem solving	Discuss factors influencing the behaviour and generate o #
5	3143	WEIGHT	Lack of self-control	12	2.3	2	3	Self-monitoring of behaviour	Establish a method for the person to monitor and record #
6	3145	WEIGHT	Lack of self-control	32	7.1	7	1	Prompts / cues	Discuss how environmental or social cues could be used #
7	3144	WEIGHT	Lack of self-control	28	5.6	5	6	Information about emotional consequences	Provide information about the emotional consequences (#
8	3140	WEIGHT	Lack of knowledge of what is healthy	12	2.3	2	3	Self-monitoring of behaviour	Establish a method for the person to monitor and record #
9	3142	WEIGHT	Lack of knowledge of what is healthy	35	8.1	8	1	Behaviour practice	Prompt practice or rehearsal of the performance of the be #
10	3139	WEIGHT	Lack of knowledge of what is healthy	4	1.4	1	4	Action planning	Prompt detailed planning of performance of the behaviou #
11	3141	WEIGHT	Lack of knowledge of what is healthy	20	4.1	4	1	Instruction on how to perform behaviour	Advise or agree on how to perform the behaviou #
12	3137	ACTIVITY	Lack of time	4	1.4	1	4	Action planning	Prompt detailed planning of perform #
13	3136	ACTIVITY	Lack of time	2	1.2	1	2	Problem solving	Discuss factors influencing the behaviou #
14	3138	ACTIVITY	Lack of time	9	1.9	1	9	Commitment	Ask the person to affirm or reaffirm #
15	3132	WEIGHT	Lack of self-control	12	2.3	2	3	Self-monitoring of behaviour	Establish a method for the pe #
16	3134	WEIGHT	Lack of self-control	9	1.9	1	9	Commitment	Ask the person to affirm or reaffirm #
17	3133	WEIGHT	Lack of self-control	40	9.1	9	1	Credible source	Present verbal or visual #
18	3127	WEIGHT	Lack of self-control	12	2.3	2	3	Self-monitoring of behaviour	Establish a method #
19	3129	WEIGHT	Lack of self-control	23	5.1	5	1	Information on health consequences	Provide information #
20	3128	WEIGHT	Lack of self-control	40	9.1	9	1	Credible source	Present verbal or visual #
21	3135	ACTIVITY	Cost of activity	20	4.1	4	1	Instruction on how to perform behaviour	Advise or agree on how to #
22	3124	WEIGHT	Snack too much	12	2.3	2	3	Self-monitoring of behaviour	Establish a method for the pe #
23	3123	WEIGHT	Don't plan meals	12	2.3	2	3	Self-monitoring of behaviour	Establish a method for the perso #

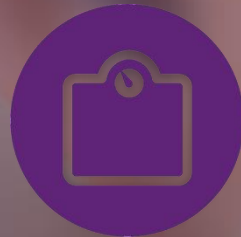


Geek alert!

CRM used to link pathway barriers automatically with suggested behaviour change techniques, from the taxonomy. The mapping took a lot of time and lots of cups of tea...



1. People seek support for 4 lifestyle issues



2. Behavioural barriers matched to COM-B

3. CRM system matches automatically to BCT

1. People seek support for 4 lifestyle issues



- Enjoy drinking
- Unwind at the end of the day
- Social - catching up with friends
- Helps me feel better



- Lack of time
- Not motivated
- Worried I'll hurt myself
- Always too tired



- Enjoy smoking
- Smoke when I'm bored
- Quitting is too hard
- I smoke to unwind



- Portion sizes are too big
- Eat when I'm bored or down
- Hard to plan meals
- Don't know what foods are good for me

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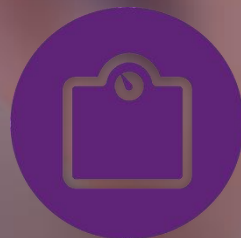
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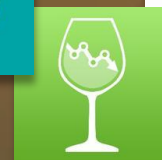


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This could include specific advice based on a behaviour change technique, such as goal setting, and feedback, through to recommending use of digital behaviour change tools (apps) where these have been assessed as having specific BCTs within them...



Timeline

- 
- 2013 ● Transfer from NHS to local authorities
 - 2014 ● Service specification developed
BCW published
Work on translating COM-B to CRM begins
 - 2015 ● Service commissioned from Optum, remaining services decommissioned
 - 2016/1 ● STP process begins, service fully operational reaching 6,000 p.a.
7
 - 2017/1 ● Dorset named as first wave ACO / ICS, Prevention at Scale programme
8
 - 2018 ● Contract ends, service moves in-house
Digital platform and CRM rebuilt

Outcomes and future plans

Establishing an Active Ageing programme in Dorset



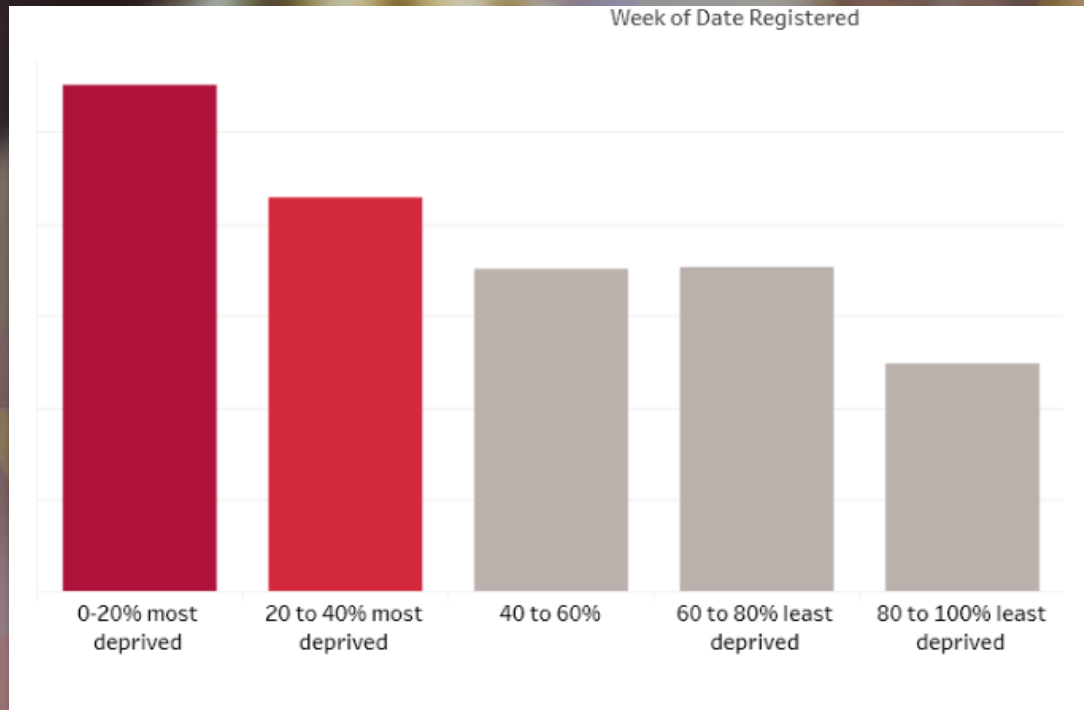
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tableau

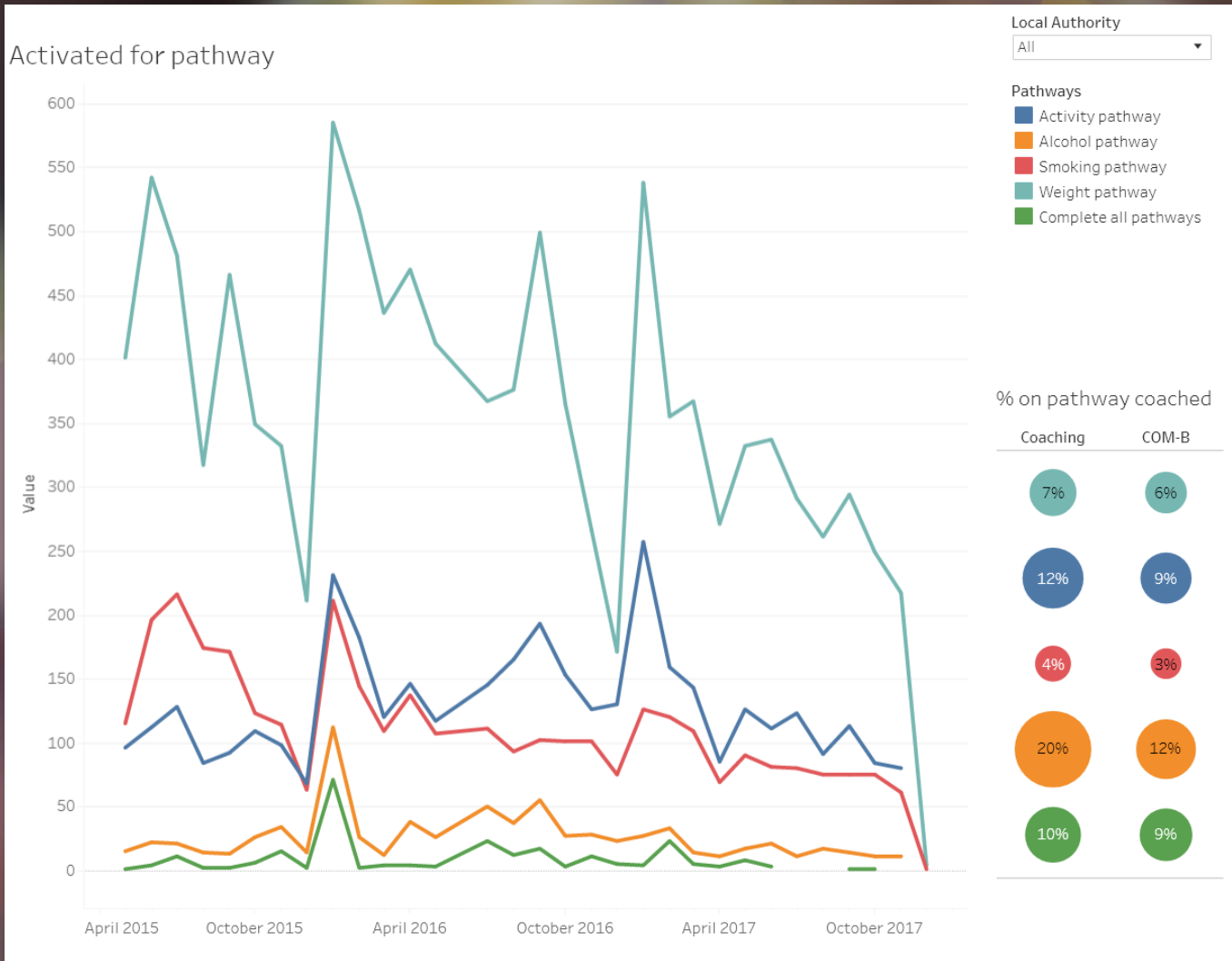


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Activity by pathway, area, deprivation and whether coached (COM-B vs standard)





Is it making a
difference?



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An effective service



69% of those supported increased their activity



An effective service



59% of those supported reduced weight



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An effective service



48% of those supported stopped smoking



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An effective service



75% of those supported reduced their alcohol intake



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Is it making a difference?

New Dashboards being developed from CRM to display outcomes

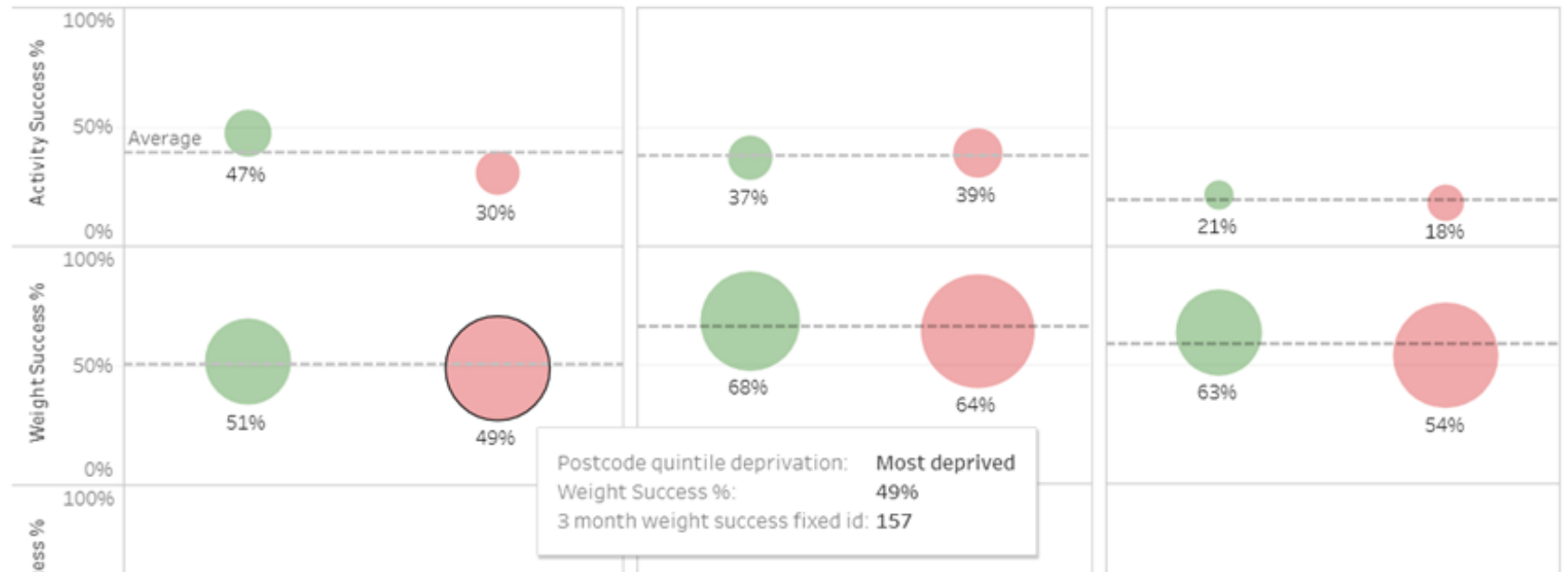
Data from past three years shows more than 17,000 people supported at different levels of intensity:

% achieving outcomes

3 months achieving

6 months achieving

12 months achieving



Future plans

- Double capacity to 12,000 people directly supported per year
- Website integrated in health and care system as first point of contact, and longer term follow up
- Workforce development to scale provision of brief interventions – especially physical activity
- Activity finder will include map of access to green space
- Change culture around physical activity from complex to simple ... E.A.S.T

Establishing active ageing

- Successful bid to Sport England with Active Dorset for an active aging programme (55 to 65 year olds)
- Challenge to embed within mainstream services – tempting to see this as a project or pilot, not BAU
- Exercise referral too medicalised, can't scale
- Every LWD user will be offered brief intervention for physical activity
- Active 10 app shows promise – harness evidence around delay in social care costs – huge win for LAs and NHS

Further reading



Thank you

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